

## Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /049 W

-----281918Z 030946 /40

R 281553Z APR 77

FM AMEMBASSY MEXICO

TO USDOC WASHDC

INFO SECSTATE WASHDC 1802

AMCONSUL BELIZE BY POUCH

AMEMBASSY BOGOTA

AMCONSUL CALI BY POUCH

AMEMBASSY CARACAS BY POUCH

AMEMBASSY GUATEMALA

AMCONSUL GUAYAQUIL BY POUCH

AMEMBASSY MANAGUA BY POUCH

AMCONSUL MARACAIBO BY POUCH

AMCONSUL MEDELLIN

AMEMBASSY PANAMA

AMEMBASSY QUITO

AMEMBASSY SAN JOSE BY POUCH

AMEMBASSY SAN SALVADOR BY POUCH

AMEMBASSY TEGUCIGALPA BY POUCH

AMCONSUL GUADALAJARA

AMCONSUL MONTERREY

ALL OTHER USCONS MEXICO BY POUCH

UNCLAS SECTION 01 OF 02 MEXICO 06261

FOR STERLING OIM COMMERCE

E.O. 11652:N/A

TAGS: BEXP, MX

SUBJECT: END OF SHOW REPORT: PLASTICS PRODUCTION MACHINERY

AND EQUIPMENT EXHIBITION, U.S. TRADE CENTER, MEXICO CITY,

APRIL 19-22, 1977.

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1. NAME OF EVENT: PLASTICS PRODUCTION MACHINERY AND EQUIP.  
EXHIBITION

2. PLACE AND DATES: U.S. TRADE CENTER, MEXICO CITY, APRIL  
19-22, 1977

3. PARTICIPANTS: 24 (NTE-1, NTM-15, OTM-8)

3A. EXHIBITORS: 28 (NTE-1, NTM-15, OTM-12)

4. FLOOR SALES AT EXHIBITION INCLUDING DOLLAR VALUE OF

MERCHANDISE TURNED OVER TO AGENTS AND DISTRIBUTORS:

\$275,497 (NTM-\$139,497, OTM-\$136,000)

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS AS  
RESULT OF THIS EXHIBITION: \$5,453,000 (NTE-\$200,000

NTM-\$1,802,000, OTM-\$3,451,000)

6. COMPANIES SEEKING REPS.: 8

7. REPS. SIGNED: 1 (ONE)

8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: 10

8A. LEADS: 39

9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: 3

10. JOINT VENTURES OR LICENSEES SIGNED: 1 (ONE)

10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED  
DURING 12 MONTHS: 2

10B. LEADS: 23

11. SALES LEADS: \$1,796, (NTE-20, NTM-\$1,096, OTM-\$680)

12. REGISTERED ATTENDANCE: 2,572 (UNDUPLICATED)

13. MARKETING OBJECTIVES SUMMARY:

A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 18,  
(NTM-12, OTM-6)

B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES:  
5, (NTE-1, NTM-2, OTM-2)

C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES:  
1, (NTM-1).

14. COMMENTS:

A. SUBJECT EVENT HAD LARGEST ATTENDANCE OF ANY EXHIBITION  
EVER HELD IN TRADE CENTER, EXCEEDING TOTAL PREVIOUS RECORD  
BY OVER 300 ATTENDEES. PREVIOUS RECORD EVENT WAS ALSO  
PLASTICS PRODUCTION MACHINERY AND EQUIPMENT EXHIBITION,  
CLEARLY INDICATING GREAT AND CONTINUING INTEREST IN THIS  
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INDUSTRY. OUT OF TOWN ATTENDANCE, AT 317 PERSONS, WAS  
12.5 PERCENT OF TOTAL. THERE WERE TWO VISITORS EACH  
FROM COSTA RICA AND GUATEMALA AND ONE EACH FROM COLOMBIA,  
ECUADOR, ENGLAND AND PANAMA. THERE WERE 70 VISITORS FROM  
THE CITY AND STATE OF PUEBLA (INCLUDING 30 STUDENTS OF  
ENGINEERING FROM THE UNIVERSITY OF THE AMERICAS), 52 FROM  
GUADALAJARA AND 37 FROM MONTERREY, AMONG THE LARGER  
MEXICAN CITIES REPRESENTED. IN ADDITION THERE WERE 18  
VISITORS FROM VARIOUS PARTS OF THE UNITED STATES.  
RECORD OPENING NIGHT REGISTERED ATTENDANCE OF 796 PERSONS  
REQUIRED MAXIMUM EFFORT ON PART OF USMC STAFF TO SEE TO  
REGISTRATION WITHOUT DELAY OF LARGE NUMBERS ENTERING DURING  
PEAK HOURS OF SIX TO EIGHT P.M. EVERY ABLE BODY NOT TYPING  
REGISTRATION LISTS WAS ON HAND TO HAND OUT REGISTRATION  
CARDS, CHECK COMPLETED CARDS AND PREPARE VISITORS BADGES.  
DESPITE BEST EFFORTS, SOME IMPATIENT VISITORS SLIPPED IN  
WITHOUT REGISTERING DURING PEAK HOURS. ALTHOUGH NEXT DAY  
DELIVERY OF LISTS WAS MISSED BY COUPLE OF HOURS FOR FIRST  
DAY'S PRODUCT (LIST WAS 84 PAGES LONG) ALL SUBSEQUENT

LISTS WERE DELIVERED ON SCHEDULE.

TOTAL OF 166 PERSONS WERE REPEAT VISITORS (ADDITIONAL TO REGISTERED TOTAL).

B. SALES WERE SURPRISINGLY GOOD GIVEN MEXICO'S SEVERE ECONOMIC PROBLEMS.

ALTHOUGH IMMEDIATE SALES OF \$275,479 WERE ONLY ABOUT 18 PERCENT OF THE TOTAL IN THE FEB. 1975 PLASTICS PRODUCTION EXHIBITION AND 12 MONTH PROJECTED SALES, AT \$5,453,000 WERE ONLY ABOUT HALF OF THOSE PROJECTED IN 1975, THE

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ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /049 W

-----281917Z 031076 /43

R 281553Z APR 77

FM AMEMBASSY MEXICO

TO USDOC WASHDC

INFO SECSTATE WASHDC 1803

AMCONSUL BELIZE BY POUCH

AMEMBASSY BOGOTA

AMCONSUL CALI BY POUCH

AMEMBASSY CARACAS BY POUCH

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NUMBER OF EXHIBITORS WAS MUCH LESS THAN IN 1975, CURRENT IMPORT CONTROLS ARE VERY DIFFERENT, AND THE VASTLY INCREASED COST OF THIS MACHINERY IN PESO TERMS, DUE TO RECENT DEVALUATION OF PESO, MADE SALES MUCH HARDER TO

ACHIEVE. MOST EXHIBITORS EXPRESSED SATISFACTION WITH RESULTS.

C. GIVEN DEMONSTRATED INTEREST OF MARKET PLASTICS PRODUCTION MACHINERY, WE BELIEVE THAT THEME SHOULD BE REPEATED  
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WITHIN TWO YEARS.

15. PROPOSED ARTICLE FOR COMMERCE AMERICA

A. TITLE: RECORD ATTENDANCE AT PLASTICS PRODUCTION SHOW IN MEXICO CITYT

B. TEXT: OVER 2,500 PERSONS ATTENDED A PLASTICS INDUSTRY PRODUCTION MACHINERY AND EQUIPMENT EXHIBITION HELD AT THE UNITED STATES TRADE CENTER IN MEXICO CITY. THE EXHIBITION WHICH TOOK PLACE APRIL 19-22, FEATURED THE PRODUCTS OF 28 U.S. MANUFACTURERS. THE ATTENDANCE WAS THE LARGEST FOR ANY EVENT EVER HELD IN THE TRADE CENTER AND WWS EXCEEDED ONLY BY THE OFFSITE AGRICULTURAL EQUIP. EXH., HELD IN GUADALAJARA IN FEB. OF THIS YEAR. THE OPENING NIGHT REGISTERED ATTENDANCE OF ALMOST 800 PERSONS ALSO SET A NEW RECORD.

SALES, THOUGH NOT OF RECORD VOLUME, WERE VERY CREDITABLE. EXHIBITORS REPORTED IMMEDIATE SALES OF OVER \$275,000 AND PROJECTED SALES OVER THE FOLLOWING YEAR OF \$5,453,000.

ONE SUCCESSFUL NEW-TO-MARKET PARTICIPANT WAS PHILADELPHIA QUARTZ CO. THE FIRM'S PLASTICS ADDITIVES FOUND A GOOD MARKET IN MEXICO AND IN ADDITION TO \$400 IN SAMPLE SHIPMENTS BOOKED ON THE FLOOR, THE FIRM'S MARKETING MGR. FOR LATIN AMERICA, MANUEL LOPEZ, EXPECTED TO SELL \$100,000 WORTH OF THE PRODUCT DURING THE FOLLOWING YEAR. MR. LOPEZ EXPRESSED PLEASURE WITH THE EXHIBITION'S "HANDLING, PROMOTION AND EXPOSURE".

ANOTHER CONTENTED EXHIBITOR WAS MR. ROBERT SMITH, PRESIDENT OF PLURAL COMPONENTS SYSTEMS. OVER \$5,800 WORTH OF THE FIRM'S GEL-COATING APPLICATORS AND FIBER GLASS APPLICATORS WERE ORDERED DURING THE SHOW AND MR. SMITH PROJECTED SALES OF \$45,000 OVER THE FOLLOWING 12 MONTHS. THE SUCCESS OF PLURAL COMPONENTS SYSTEMS' FIRST VENTURE INTO THE MEXICAN MARKET WAS ENHANCED BY THE ANTICIPATED SIGNING OF AN AGENT TO HANDLE ITS LINE OF EQUIPMENT.

AMONG THE EXHIBITORS WITH LINES ALREADY ESTABLISHED IN THE MARKET, THE GLAS-CRAFT DIVISION OF THE RANSBURG CORPORATION REPORTED FLOOR SALES OF \$40,000 AND 12 MONTH PROJECTIONS  
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OF \$200,000. THE FIRM'S RESIN/FIBERGLASS APPLICATOR AND URETHANE FOAM APPLICATOR PROVED QUITE POPULAR.

TWO DIVISIONS OF THE LEESONA CORP., BROWN MACHINE AND JOHNSON PLASTIC MACHINERY, REPORTED THE LARGEST AMOUNT OF FLOOR SALES --\$108,000-- AND ALSO REPORTED THE VERY GOOD 12-MONTH PROJECTION OF \$500,000 FOR THEIR EXTRUDERS, SHEETLINERS AND DIES. AN ENTHUSIASTIC FRANK A. CHAVIANO, MARKETING MANAGER FOR THE JOHNSON DIVISION, THOUGHT THE SHOW SHOULD BE REPEATED "TWICE A YEAR"\*  
ALL IN ALL, THE EXHIBITION WAS A VERY WORTHWHILE EFFORT WHICH THE MEXICO CITY TRADE CENTER WILL HOPE TO REPEAT IN THE NOT TOO DISTANT FUTURE. END PROPOSED ARTICLE.  
LINE 11 SHOULD READ: 1,796 (NTE-20, NTM-1,096, OTM-680).  
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